

ABSTRACT OF THE DISCLOSURE

A method of customizing a storage medium having one or more recorded session(s) and having a writeable portion which includes the steps of providing in a recorded session a program for marketing or sales of one or more particular products or services writing information in the writeable portion
5 pertaining to a particular user selected from a plurality of potential users of the product described in the recorded session, such information including data which particularly identifies the particular user; and delivering the recorded medium with the user-identified data to the particular user.